

REQUEST FOR PROPOSAL FOR
Tourism Advertising Services

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION.....	2
BACKGROUND.....	2
NOTICE OF INTENT TO BID.....	2
DESCRIPTION OF PROPOSER.....	3
PERSONNEL/MANAGEMENT.....	3
SUBCONTRACTORS.....	4
WORKPLAN.....	4
BUDGET FORM INSTRUCTIONS.....	4
AVAILABLE FUNDS/TERM OF CONTRACT.....	4
TENTATIVE SCHEDULE.....	5
DELIVERY OF PROPOSAL.....	5

Article I. ATTACHMENTS

- **A. Scope of Work** 6.
- **B. Oral Interview Evaluation Criteria** 8.
- **C. Proposal Evaluation Criteria** 9.
- **D. Financial Statement** 10.
- **E. Budget Form** 11.
- **F. Notice of Intent to Bid** 12.



REQUEST FOR PROPOSAL FOR

Tourism Advertising Services

A. INTRODUCTION

The California Travel and Tourism Commission (CTTC), a privately funded nonprofit corporation also known in the industry as “California Tourism”, is seeking a contractor (“Proposer”) to provide advertising services in support of the CTTC’s overall goal to promote tourism in California. The CTTC advertises California as a travel destination, produces guidebooks, maps, brochures and magazines to aid travelers and the travel trade, responds to public and trade requests for tourism information, conducts economic research to aid state and local government and business interests, encourages consumer and trade media to publish and broadcast travel stories about California, promotes travel to rural areas of California, meets with travel agents, tour operators and tour wholesalers to inform them about how best to sell California travel, and encourages their expanded use and promotion of travel to and through California. The CTTC’s tourism campaign is focused on increasing the number of tourists who travel to and through California, thereby expanding the employment base and tax revenues for the State. An integral element of the tourism marketing program is fulfillment of literature in response to inquiries generated by advertising, marketing and public relations.

B. BACKGROUND

As the number one travel destination in the United States, California annually generates more than \$75 billion in direct travel spending into the economy, directly supports jobs for more than one million Californians and generates \$5 billion in direct state and local tax revenue. Tourism is California’s fourth largest employer and fifth largest contributor to the gross State product. The CTTC promotes and markets the State’s destinations and travel-related services through mandatory tourism assessment fees. All of the activities are carried out in accordance with an annual Tourism Marketing Plan, which details the agreed upon goals, objectives, targets, projects and budget line items for the year.

C. NOTICE OF INTENT TO BID

Notice of Intent to Bid, Attachment F, must be received by July 26, 2004. The notice may be faxed. The notice is non-binding; however, it ensures the receipt of all items related to this RFP. Proposals will be accepted only from applicants who submitted a timely **Notice of Intent to Bid**.

D. DESCRIPTION OF PROPOSER

Proposals must address, at minimum, each item listed below and in the Scope of Work, giving details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. All Proposers wishing clarification of this RFP must submit questions in writing to the CTTC no later than **5:00 PM, Pacific Standard Time (PST), July 26, 2004**.

Costs for developing proposals are entirely the responsibility of the Proposer and shall not be reimbursed by the CTTC.

1. ___ Provide description of the nature of the Proposer's services and activities. Note when the business was established, brief history, and location. List the location(s) of the offices(s) from which the primary work on the contract would be performed. The Proposer should give evidence that it has a California office and will provide service through this location.
2. ___ The Proposer should describe any significant changes in their organization and staffing during the previous three (3) years.
3. ___ The Proposer should certify that there is **no conflict of interest** between any existing contract, client relationships and the ability of the Proposer to fully and vigorously represent the CTTC. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolve the potential conflict of interest.
4. ___ Memberships. Proposer must provide the name of address of any professional tourism-related associations in which they currently hold membership

E. PERSONNEL/MANAGEMENT

1. Contract Manager. The Proposer should identify one (1) individual on the Proposer's account team who will manage the contract work. Document overall experience in tourism advertising accounts, with a minimum of five (5) years of service in this area. Must be available to the CTTC on a sufficiently large percentage of his/her time for managing the CTTC's account.
2. Account Team. The Proposer should specify the account team and key personnel who will manage/conduct the work. Identify the role each team member will

serve, their title, where the individual is headquartered, and the percentage of the firm's total effort that will be provided by the individual. Key personnel are defined as those people who will exercise a major management and administrative role on behalf of the Proposer.

3. Current resumes/biographies should be attached for each person. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Do not exceed two (2) pages per person.

4. As budgets develop over the coming years it may become inherent that the Proposer develop an international media plan and marketing strategy. Please identify what resources your team has available to address this need should it arise and/or what subcontractors you might work with to address this need.

F. SUBCONTRACTORS

The Proposer should identify all proposed subcontractors for work that exceeds \$5,000 and document which portions of service will be performed by subcontractors and their ability to perform the work. Additionally, they should resumes of subcontractor's key personnel. Do not exceed two (2) pages per person.

The use of subcontractors is subject to approval by the Executive Director of the CTTC. Therefore, not all work recommended by the Proposer will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected. **The Proposer must make it clear to any subcontractors included in the Proposal that even if the Proposer is selected, the subcontractors may not necessarily be selected.**

G. WORKPLAN

Proposals must include a preliminary workplan as described in Attachment A, Scope of Work. The workplan should address all items described in Attachment A, Scope of Work in detail and should include a schedule for completion of the following Project Tasks:

- a. Advertising Plan
- b. Production/Creative Services
- c. Media buying
- d. Promotional & Added Value Elements
- e. Research
- f. Collateral
- g. Travel and Administration

H. BUDGET FORM

A completed Budget Form must be included. All costs associated with this Proposer's Attachment A, Scope of Work must be included under the format provided; the bid format shall not be altered. In addition, hourly rates and fees for professional skills must be broken out; out-of-pocket expenditures or reimbursable costs must be shown for each task. Account administrative costs should be estimated.

I. AVAILABLE FUNDS/TERM OF CONTRACT

Funds that are available do not exceed \$1.3 million for the current FY 04/05 fiscal year. If additional funds become available from State budget allocations or other sources, this amount may increase to a maximum of \$2.6 million for the current FY 04/05 fiscal year. All proposals should be based on a \$2.6 million budget. This figure should include out-of-pocket costs, reimbursements, and service fees. The duration of the initial contract between the CTTC and the successful Proposer would be on a 12-month basis with a required annual review from the Proposer. A year-by-year extension can be granted in the subsequent four years until the year 2009 upon favorable completion of the annual review. The CTTC reserves the right to renew this agreement at the end of each contract term for a total of five (5) years, providing funding to do so is appropriated for this purpose in subsequent budgets. Proposed renewals, at the start of each remaining fiscal year, are also based on satisfaction with program, direction, funding, and consistency of price and scope of work continuity. Should the advertising budget exceed \$2.6 million, the CTTC reserves the right to continue with the selected vendor upon agreement of new terms and scope of work.

J. TENTATIVE SCHEDULE

Proposal Released	July 16, 2004
Written Questions and Notice of Intent to Bid due	July 26, 2004
Question and Answer Summary mailed	July 30, 2004
PROPOSAL DUE DATE	August 13, 2004
Evaluation by Scoring Committee	August 16-20, 2004
Conduct Oral Interviews, if necessary	August 23-27, 2004
Contract Awarded	No later than September 3, 2004
Contract Begins	October 1, 2003

Note: These dates represent a tentative schedule of events. The CTTC reserves the right to modify these dates at any time, with appropriate notice to prospective vendors.

K. DELIVERY OF PROPOSAL

Each bidder is required to deliver eight (8) typed copies of its proposal to the CTTC office at the address listed below, no later than **August 13, 2004, 5:00 PM, Pacific Standard Time (PST)**. Proposal may not be faxed or e-mailed but may be sent by courier such as Federal Express, UPS, etc. to:

California Travel and Tourism Commission
c/o Joan Clark, Contract Coordinator
980 – 9th Street, Suite 480
Sacramento, CA 95814

ATTACHMENT A

SCOPE OF WORK

TOURISM ADVERTISING SERVICES CONTRACTOR

This Section describes the work plan that must be included in the Proposal and details to the content and format that should be utilized in preparing the work plan. The proposed work plan should describe how the Proposer intends to perform the scope of work during a 12-month period and shall be subject to negotiation between the CTTC and the Awardee for the initial contract period. The work plan will be used to negotiate the contract scope of work, and to score several of the point categories of the RFP, as described in Attachment D, Evaluation Criteria.

Proposals must be based on a maximum funding level of \$2.6 million. However, the actual amount to be allocated to advertising is approximately \$1.2 million for the 04/05 fiscal year. If additional funding becomes available, this budget may increase.

1. Work Plan

Proposer must submit a preliminary work plan for completion of the following Project Tasks based on a contract period of October 1, 2004 through September 30, 2005. The objective of the work plan is to give the CTTC an opportunity to study how Proposers would schedule various elements and distribute the workload among staff.

2. Project Tasks

For each of the following Project Tasks, the Proposer should prove capability, describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines, and managerial experience.

The Proposer should demonstrate that it can develop tourism through advertising and co-operative marketing campaigns, and directly related promotional efforts. Proposer should present no more than three case studies of actual past campaigns developed by the Proposer, with examples of work and how success was measured.

Proposer should develop a proposed tourism campaign that includes a campaign strategy and objectives, creative treatment, and a media plan, and proposed cooperative marketing element and promotional if applicable, as noted below:

- a. Advertising Production.** Develop an integrated speculative (storyboards, etc...) co-operative marketing and television advertising program. This should include leveraged, co-operative marketing and promotional components if appropriate.
- b. Media Buying.** Select, negotiate rates, secure and place advertising in all forms of appropriate media for tourism.
- c. Collateral.** During the course of the contract, the Proposer may be asked to produce, or subcontract to produce, tourism-oriented collateral materials such as brochures, pamphlets, videos or sales materials that may not be related to the CTTC's advertising campaign.
- d. Strategic Planning.** During the course of the contract, the Proposer may be asked to assist in the CTTC's strategic planning effort. Related tasks may include but not be limited to long-term domestic and international advertising and media planning, competitive analysis and cooperation with, and assistance to, other CTTC vendors.
- e. Travel and Administration.** The Proposer should estimate travel, communication and postage/shipping expenses expected to incur during completion of the contract, and any additional reserve funds to be held for marketing contingencies. Travel and per diem expenses shall not exceed rates authorized by the CTTC's Executive Director.

ATTACHMENT B

(A) ORAL INTERVIEW CRITERIA

Article II.

ADVERTISING SERVICES CONTRACTOR

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

The evaluation committee may, if they deem necessary, select certain proposers for oral interviews. Interviews apply only to the top finalist(s), as determined by the evaluation committee. This oral interview will allow finalists to demonstrate their understanding of the program objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the interview via teleconference, or at another designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews, if needed, so that grading of oral interviews may be done by fewer than the entire committee.

If interviews are not required, the maximum number of points is 100. If interviews are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview.

	Max. Points	Score
1. Quality and completeness of answers regarding the proposed work plan. Professionalism of personnel assigned to the account.	20	
2. Proposer's relevant experience.	10	
3. Quality of proposed strategies and work samples.	20	
SUBTOTAL POINTS	50	
Written Evaluation Subtotal Points	100	
TOTAL POINTS	150	

ATTACHMENT C

PROPOSAL EVALUATION CRITERIA

Article III.

ADVERTISING SERVICES CONTRACTOR

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. RELEVANT EXPERIENCE/DEMONSTRATED RESULTS OF FIRM Experience with developing and implementing related services. Quality and relevance of work samples/experience. References.	30	
2. SCOPE OF WORK Quality, creativity, points addressed in scope of work, and likelihood of achieving program objectives within stated time frames.	30	
3. QUALIFICATIONS OF PERSONNEL Prior experience and how it relates to this project.	20	
4. COST EFFECTIVENESS The maximum services are provided in relation to the fee charged and value of overall project. The budget is reasonable and appropriate.	20	
TOTAL POINTS	100	

ATTACHMENT D

FINANCIAL STATEMENT

a) ATTACHMENT E
(B)
(C)
(D) BUDGET FORM

COST PER PROJECT TASK

- | | |
|----------------------------|----------|
| 1. Advertising production | \$ _____ |
| | |
| 2. Media Buying | \$ _____ |
| | |
| 3. Research | \$ _____ |
| | |
| 4. Collateral | \$ _____ |
| | |
| 5. Travel & Administration | \$ _____ |

1) TOTAL: NOT TO EXCEED \$2,600,000
\$ _____

B. BASIS FOR EXPENSES

For each project task, #1-5 above, the Proposer is required to state the total proposed amount, using this form. **In addition, on separate sheets, the Proposer must show in detail how each of the costs were developed: Proposers must show title of personnel assigned to each task, hourly rates and number of hours for each task, and/or show fees and commissions for each task.** The intent is that the Proposer demonstrates that the above price is appropriate and realistic.

ATTACHMENT F

NOTICE OF INTENT TO BID

Article IV. TOURISM ADVERTISING SERVICES

Due Monday, **July 26, 2004, 5:00 PM** Pacific Standard Time (PST)

FAX or SEND TO:
CALIFORNIA TRAVEL AND TOURISM COMMISSION
c/o Joan Clark, Contract Coordinator
980 9th Street, Suite 480
Sacramento, CA 95814
Tel: (916) 319-5418
Fax: (916) 444-0410

Name of Bidder/Company:	
Contact Person:	
Mailing Address:	
Tel:	
Fax:	
E-Mail:	
SIGNED:	TITLE: